

**SYSTEM AND METHOD FOR ANONYMOUS TRANSACTION IN A DATA
NETWORK AND USER PROFILING OF INDIVIDUALS WITHOUT KNOWING
THEIR REAL IDENTITY**

ABSTRACT

This invention relates generally to a computer-implemented method and system for having anonymous profiling of, and marketing to, anonymous users in a data network, particularly in the Internet. It enables an individual to surf the Internet anonymously as well as enabling third parties to use profiling information to target such anonymous users. The real identity of the individual is never known within the anonymous trust system.